

# MEMORANDUM



**TO:** MEMBERS OF THE PLANNING COMMISSION  
**FROM:** KRISTEN KAPELANSKI, PLANNER *Kristen*  
**THRU:** BARBARA MCBETH, COMMUNITY DEVELOPMENT *Barbara*  
**SUBJECT:** TEXT AMENDMENT 11-100.40  
**DATE:** JANUARY 3, 2011

---

The applicant is proposing modifications to Chapter 28, "Signs" of the City of Novi City Code to allow promotional signs in the EXO and EXPO District along freeways. This would be in addition to the ground and/or wall signs already permitted in that district. Proposed changes by the applicant include the following:

- Promotional wall signs would be added to Section 28-1, "Definitions" and permitted in only the EXPO, Exposition District and EXO, Exposition Overlay District.
- The formula for the size of promotional signs would be similar to the calculation currently used for wall signs. Allowable signs could be up to 185 square feet for a single business and 50 square feet for multiple businesses.
- A condition allowing promotional wall signs for exposition facilities only has also been proposed.
- Up to four promotional wall signs totaling 480 square feet each would be allowed for facilities equal to or greater than 150,000 square feet.

Planning staff **recommends approval** of an alternative text amendment (with the suggested staff modifications described below) to add promotional signs as permitted signage in the EXO District for approved exposition facilities only.

If the Planning Commission and City Council are inclined to approve the amendment to allow promotional signage in the EXO District, the following additional standards or modifications are recommended. Please the language in *italics* indicating whether the applicant has agreed to the suggested modification.

1. The proposed definition should be slightly altered to indicate the whole surface of the sign will change instead of the contents with the exception of any permanent frame. This modification is proposed to prevent the new promotional wall signage definition from conflicting with the current definition of a changeable copy sign, defined as "...a sign designed so the copy can be changed either manually or electronically, while the surface remains unchanged..." *The applicant has agreed to this modification.*
2. Promotional wall signs should be permitted in the EXO District only, instead of in the EXO and EXPO Districts. *The applicant has agreed to this modification.*
3. References to the allowable area of promotional wall signs for buildings with multiple businesses and single businesses should be removed as staff would recommend promotional wall signs be permitted only for exposition facilities and not for other permitted uses in the EXO District. The primary use of exposition facilities is to provide space for rent by conferences, trade shows and other events running for a limited amount of time. Although other permitted uses in the EXO District (such as hotels) may host these types of events, they are not the primary purpose of those businesses. *The applicant has agreed to this modification.*
4. The allowable area of promotional wall signs for exposition facilities should be decreased from 480 square feet to 360 square feet. This decreased size would still allow visibility from the adjacent freeway but be more in line with item (c) of the stated intent of the sign ordinance

which is to, "Provide for signage that is adequate but not excessive..." As a point of reference, the temporary promotional wall signs currently installed on the wall adjacent to Interstate 96 at the existing Rock Financial Showplace are approximately 480 square feet. *The applicant has agreed to this modification.*

5. Additional regulations should be added to the allowed placement provisions for the proposed promotional wall sign to prevent a proliferation of several sign types on one side of a building in accordance with item (g) of the stated intent of the sign ordinance, which is to, "Prevent sign overload..." and item (d) of the stated intent of the sign ordinance, which is to, "Prohibit the erection of signs in such numbers, sizes, designs and locations as may create a hazard or distraction to pedestrians and motorists and thus promote safety upon the streets and highways in the city." This change would only allow one promotional wall sign on each side of a building. The applicant has indicated they would like to place two promotional wall signs each on two sides of the building. *The applicant has not agreed to this modification. See the applicant's response letter for additional information.*
6. Only one promotional wall sign should be permitted for each building with a minimum of 75,000 square feet and two promotional wall signs should be permitted for each building with a minimum of 150,000 square feet. This change would be consistent with the previously referenced intent and purpose of the sign ordinance. The applicant had proposed up to four promotional wall signs be permitted for exposition facilities greater than 150,000 square feet. *The applicant has agreed to this modification. See the applicant's response letter for additional information.*

This matter was brought before the Implementation Committee on November 10, 2010. At that meeting, the Committee was generally in support of additional signage adjacent to the freeway for the EXPO and EXO Districts but had some minor concerns about the number of signs the applicant was proposing. Relevant meeting minutes are attached.

As a means to assist staff and the Commission in visualizing the size and location of the signage amendments, Rock Financial has installed sample temporary signage (approximately 480 square feet) with nighttime illumination. See attached photo of temporary signs installed at Rock Financial Showplace.

The Planning Commission is asked to hold the Public Hearing and forward a recommendation to the City Council, for reading and adoption. If any Commissioner has any questions related to this request, do not hesitate to contact Kristen Kapelanski, in the Community Development Department at (248) 347-0586 or [kkapelanski@cityofnovi.org](mailto:kkapelanski@cityofnovi.org).

**PROPOSED ORDINANCE AMENDMENTS – STAFF VERSION**

STATE OF MICHIGAN  
COUNTY OF OAKLAND  
CITY OF NOVI  
ORDINANCE NO. 11-100.40

AN ORDINANCE TO AMEND CHAPTER 28, "SIGNS," OF THE CITY OF NOVI CODE, AT SECTION 28-1, "DEFINITIONS" AND AT SECTION 28-5, "PERMITTED ACCORDING TO DISTRICT" IN ORDER TO INCLUDE DEFINITIONS AND STANDARDS FOR A PROMOTIONAL WALL SIGN.

**THE CITY OF NOVI ORDAINS:**

**Part I.** That Chapter 28, "Signs," of the City of Novi Code, at Section 28-1, "Definitions" and at Section 28-5, "Permitted according to district" is hereby amended to read as follows:

Sec. 28-1. Definitions.

(25) Promotional wall sign means a sign which is attached directly to a building wall which does not project more than eighteen (18) inches therefrom, ~~the contents~~ and the entire surface excluding any frame of which ~~are~~ is intended to change on a regular basis to promote specific events to be held for a set period of time at the building on which the sign is displayed. The exposed face of the sign must be in a plane parallel to the wall of the building. The sign shall not extend above the height of the wall on which it is placed. A promotional wall sign may not be an animated sign, changeable copy sign and/or flashing sign. Promotional wall signs are only permitted in the EXO district subject to the standards of Sec. 28-5.

Sec. 28-5. Permitted according to district.

The following types of signs, illuminated or unilluminated, shall be permitted in the following districts and in limited number, in accordance with the following regulations:

(1) *Types of signs permitted in each district:*

- a. [unchanged].
- b. [unchanged].
- c. [unchanged].
- d. In B-1, B-2, B-3, FS, RC, NCC, C, and EXPO ~~, and EXO,~~ on-premises advertising signs as follows:
  1. – 4. [unchanged].
- e. [unchanged].

- f. In any parking district (P1):
  - 1. [unchanged].
  - 2. Signs as noted in section 28-7;
- g. In any EXPO and EXO district on-premises advertising signs as follows:
  - 1. Business sign: Ground signs, wall sign or canopy sign;
  - 2. Business center sign: Ground sign only;
  - 3. Temporary signs as noted in section 28-6;
  - 4. Signs as noted in section 28-7;
  - 5. Promotional wall sign (s) as noted in section (2) g., below.

(2) Area height and placement regulations:

a.- f. [unchanged].

g. Promotional wall sign:

1. Area:

~~(a) Multiple businesses: A promotional wall sign displayed on a building occupied by two (2) or more businesses shall not exceed fifty (50) square feet. If more than one (1) promotional wall sign for the building is permitted under this chapter, the total area of all signs shall not exceed fifty (50).~~

~~(b) Single businesses: A promotional wall sign displayed on a building occupied by one (1) business shall not exceed one (1) square foot of signage for each five and one-half (5 ½) feet of setback from the centerline of the nearest adjacent thoroughfare or collector street as defined in the master plan adopted by the city, as amended, but not greater than ten (10) percent of the frontage surface of the building and not greater than one hundred eighty five (185) square feet.~~

~~(c) Exposition facilities within an EXO District: Promotional wall signs shall be permitted up to four hundred and eighty three hundred and sixty (480360) square feet when displayed on a building operating as an exposition facility within the EXO District.~~

~~In those instances where the promotional wall sign is adjacent to a private roadway or drive within a development, the calculation required above shall be made based upon the distance to the centerline of that roadway or drive. If the promotional wall sign area would be greater if calculated under the standard set forth in subsection (a) above, than said standard shall be used.~~

2. Height: A promotional wall sign shall not to exceed extend above the height of the wall on which the sign is located.

3. Placement: A promotional wall sign shall be placed as provided in the definition of "promotional wall sign" in section 28-1. A promotional wall sign shall not be located on the same side of the building as a proposed or an existing wall sign or proposed or existing promotional wall sign.

(3) Number of on-premises advertising signs permitted: No building or parcel of land shall be allowed more than one (1) sign permitted under this section, except as follows:

a. - .l [unchanged].

m. Promotional wall signs are not permitted except on approved exposition facilities in the EXO district. One promotional wall sign shall be permitted if the building is no less than seventy-five thousand (75,000) square feet in size. Two promotional wall signs shall be permitted if the building is no less than one-hundred fifty thousand (150,000) square feet in size. and provided the exposition facility is greater than one-hundred fifty thousand (150,000) square feet up to four promotional wall signs shall be permitted.

(4) – (5) [Unchanged.]

## **PART II.**

**Severability.** Should any section, subdivision, clause, or phrase of this Ordinance be declared by the courts to be invalid, the validity of the Ordinance as a whole, or in part, shall not be affected other than the part invalidated.

## **PART III.**

**Savings Clause.** The amendment of the Novi Code of Ordinances set forth in this Ordinance does not affect or impair any act done, offense committed, or right accruing, accrued, or acquired or liability, penalty, forfeiture or punishment, pending or incurred prior to the amendment of the Novi Code of Ordinances set forth in this Ordinance.

## **PART IV.**

**Repealer.** All other Ordinance or parts of Ordinance in conflict herewith are hereby repealed only to the extent necessary to give this Ordinance full force and effect.

## **PART V.**

**Effective Date: Publication.** Public hearing having been held hereon pursuant to the provisions of Section 103 of Act 110 of the Public Acts of 2006, as amended, the provisions of this Ordinance shall be published within fifteen (15) days of its adoption by publication of a brief notice in a newspaper circulated in the City of Novi stating the date of enactment and effective date, a brief statement as to its regulatory effect and that a complete copy of the Ordinance is available for public purchase, use and inspection at the office of the City Clerk during the hours of 8:00 A.M. to 5:00 P.M., Local Time. The provisions of this Ordinance shall become effective seven (7) days after its publication.

MADE, PASSED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF NOVI, OAKLAND COUNTY, MICHIGAN, ON THE \_\_\_ DAY OF \_\_\_\_\_, 2011.

\_\_\_\_\_  
DAVID LANDRY, MAYOR

\_\_\_\_\_  
MARYANNE CORNELIUS, CITY CLERK

Ayes:  
Nays:  
Abstentions:  
Absent:

**PROPOSED ORDINANCE AMENDMENTS – APPLICANT VERSION**



# APPLICANT VERSION

STATE OF MICHIGAN

COUNTY OF OAKLAND

CITY OF NOVI

ORDINANCE NO. 11-100.40

AN ORDINANCE TO AMEND CHAPTER 28, "SIGNS," OF THE CITY OF NOVI CODE, AT SECTION 28-1, "DEFINITIONS" AND AT SECTION 28-5, "PERMITTED ACCORDING TO DISTRICT" IN ORDER TO INCLUDE DEFINITIONS AND STANDARDS FOR A PROMOTIONAL WALL SIGN.

## THE CITY OF NOVI ORDAINS:

**Part I.** That Chapter 28, "Signs," of the City of Novi Code, at Section 28-1, "Definitions" and at Section 28-5, "Permitted according to district" is hereby amended to read as follows:

Sec. 28-1. Definitions.

(25) Promotional wall sign means a sign which is attached directly to a building wall which does not project more than eighteen (18) inches therefrom, the contents of which are intended to change on a regular basis to promote specific events to be held for a set period of time at the building on which the sign is displayed. The exposed face of the sign must be in a plane parallel to the wall of the building. The sign shall not extend above the height of the wall. A promotional wall sign may not be an animated sign, changeable copy sign and/or flashing sign. Promotional wall signs are only permitted in the EXPO and EXO districts subject to the standards of sec. 28-5.

Sec. 28-5. Permitted according to district.

The following types of signs, illuminated or unilluminated, shall be permitted in the following districts and in limited number, in accordance with the following regulations:

(1) *Types of signs permitted in each district:*

- a. [unchanged].
- b. [unchanged].
- c. [unchanged].
- d. In B-1, B-2, B-3, FS, RC, NCC, and C, ~~EXPO, and EXO~~, on-premises advertising signs as follows:
  1. – 4. [unchanged].

- e. [unchanged].
- f. In any parking district (P1):
  - 1. [unchanged].
  - 2. Signs as noted in section 28-7;
- g. In any EXPO and EXO district on-premises advertising signs as follows:
  - 1. Business sign: Ground signs, wall sign or canopy sign;
  - 2. Business center sign: Ground sign only;
  - 3. Temporary signs as noted in section 28-6;
  - 4. Signs as noted in section 28-7;
  - 5. Promotional wall sign (s) as noted in section (2) g., below.

(2) *Area height and placement regulations:*

- a.- f. [unchanged].
- g. Promotional wall sign:

1. Area:

(a) Multiple businesses: A promotional wall sign displayed on a building occupied by two (2) or more businesses shall not exceed fifty (50) square feet. If more than one (1) promotional wall sign for the building is permitted under this chapter, the total area of all signs shall not exceed fifty (50) square feet.

(b) Single businesses: A promotional wall sign displayed on a building occupied by one (1) business shall not exceed one (1) square foot of signage for each five and one-half (5 ½) feet of setback from the centerline of the nearest adjacent thoroughfare or collector street as defined in the master plan adopted by the city, as amended, but not greater than ten (10) percent of the frontage surface of the building and not greater than one-hundred eighty five (185) square feet. In those instances where the promotional wall sign is adjacent to a private roadway or drive within a development, the calculation required above shall be made based upon the distance to the centerline of that roadway or drive. If the promotional wall sign area would be greater if calculated under the standard set forth in subsection (a) above, than said standard shall be used.

(c) Exposition facilities within an EXO District: Promotional wall signs shall be permitted up to four hundred and eighty (480) square feet when displayed on a building operating as an exposition facility within the EXO District.

2. Height: Not to exceed the height of the wall on which the sign is located.

3. Placement: A promotional wall sign shall be placed as provided in the definition of "promotional wall sign" in section 28-1. A promotional wall sign shall not be located on the same side of the building as an existing wall sign.

(3) Number of on-premises advertising signs permitted: No building or parcel of land shall be allowed more than one (1) sign permitted under this section, except as follows:

a. - .l [unchanged].

m. Promotional wall signs are not permitted except on approved exposition facilities in the EXO district and provided the exposition facility is greater than one-hundred fifty thousand (150,000) square feet up to four promotional wall signs shall be permitted.

## **PART II.**

**Severability.** Should any section, subdivision, clause, or phrase of this Ordinance be declared by the courts to be invalid, the validity of the Ordinance as a whole, or in part, shall not be affected other than the part invalidated.

## **PART III.**

**Savings Clause.** The amendment of the Novi Code of Ordinances set forth in this Ordinance does not affect or impair any act done, offense committed, or right accruing, accrued, or acquired or liability, penalty, forfeiture or punishment, pending or incurred prior to the amendment of the Novi Code of Ordinances set forth in this Ordinance.

## **PART IV.**

**Repealer.** All other Ordinance or parts of Ordinance in conflict herewith are hereby repealed only to the extent necessary to give this Ordinance full force and effect.

## **PART V.**

**Effective Date: Publication.** Public hearing having been held hereon pursuant to the provisions of Section 103 of Act 110 of the Public Acts of 2006, as amended, the provisions of this Ordinance shall be published within fifteen (15) days of its adoption by publication of a brief notice in a newspaper circulated in the City of Novi stating the date of enactment and effective date, a brief statement as to its regulatory effect and that a complete copy of the Ordinance is available for public purchase, use and inspection at the office of the City Clerk during the hours of 8:00 A.M. to 5:00 P.M., Local Time. The provisions of this Ordinance shall become effective seven (7) days after its publication.

MADE, PASSED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF NOVI, OAKLAND COUNTY, MICHIGAN, ON THE \_\_\_ DAY OF \_\_\_\_\_, 2010.

---

DAVID LANDRY, MAYOR

---

MARYANNE CORNELIUS, CITY CLERK

Ayes:  
Nays:  
Abstentions:  
Absent:

**STAFF REVIEW**

# MEMORANDUM



**TO:** TBON, LLC  
**FROM:** BARBARA MCBETH, DEPUTY DIRECTOR OF COMM. DEV.  
KRISTEN KAPELANSKI, PLANNER  
**SUBJECT:** REVIEW OF PROPOSED TEXT AMENDMENT 11-100.40  
**DATE:** DECEMBER 17, 2010

---

The applicant is proposing modifications to Chapter 28, "Signs" of the City of Novi City Code to allow promotional signs in the EXO and EXPO District. Proposed changes include the following:

- Promotional wall signs would be added to Section 28-1, "Definitions" and permitted for any use in the EXPO, Exposition District and EXO, Exposition Overlay District.
- The formula for the size of promotional signs would be similar to the calculation currently used for wall signs. Allowable signs could be up to 185 square feet for a single business and 50 square feet for multiple businesses that are not exposition facilities.
- A condition allowing up to four promotional wall signs up to 480 square feet each for exposition facilities only has also been proposed.

This matter was brought before the Implementation Committee on November 10, 2010. At that meeting, the Committee was generally in support of additional signage adjacent to the freeway for the EXPO and EXO Districts but had some minor concerns about the number of signs the applicant was proposing.

### Staff Review

Planning staff recommends approval of an alternative text amendment (with the suggested staff modifications described below) to add promotional signs as permitted signage in the EXO District for approved exposition facilities only.

1. The purpose of the sign ordinance is "to aid in the development and promotion of business and industry by providing sign regulations that encourage creativity, effectiveness, and flexibility in design and use of devices without creating a detriment to the general public." Exposition facilities in the EXO District often showcase events, trade shows, conventions, etc. that utilize the facility for a limited amount of time. The ability to display promotional signage would allow these events and shows the opportunity to advertise their presence to passing motorists and pedestrians who might not otherwise have realized such an event was taking place.
2. A listed intent of the sign ordinance is to "Enhance the appearance of the business community, taking into account the nature of the use, and thus stimulate as well as protect the economic vitality of the city and the orderly growth and development of business and industry in the city." As previously noted, the nature of the uses permitted in the EXO District lend themselves to the presence of temporary events that otherwise would not be able to be advertised on the building through wall signs, etc. Furthermore, the promotion of such events could draw additional customers to other businesses in the City (such as hotels and restaurants) which could help to stimulate and sustain the local economy.

### Additional Ordinance Provisions

If the Planning Commission and City Council are inclined to approve the amendment to allow promotional signage in the EXO District, the following additional standards or modifications are recommended:

1. The proposed definition should be slightly altered to indicate the whole surface of the sign will change instead of the contents with the exception of any permanent frame. This modification is proposed to prevent the new promotional wall signage definition from conflicting with the current definition of a changeable copy sign, defined as "...a sign designed so the copy can be changed either manually or electronically, while the surface remains unchanged..."
2. Promotional wall signs should be permitted in the EXO District only, instead of in the EXO and EXPO Districts.
3. References to the allowable area of promotional wall signs for buildings with multiple businesses and single businesses should be removed as staff would recommend promotional wall signs be permitted only for exposition facilities and not for other permitted uses in the EXO District. The primary use of exposition facilities is to provide space for rent by conferences, trade shows and other events running for a limited amount of time. Although other permitted uses in the EXO District (such as hotels) may host these types of events, they are not the primary purpose of those businesses.
4. The allowable area of promotional wall signs for exposition facilities should be decreased from 480 square feet to 360 square feet. This decreased size would still allow visibility from the adjacent freeway but be more in line with item (c) of the stated intent of the sign ordinance which is to, "Provide for signage that is adequate but not excessive..." As a point of reference, the temporary promotional wall signs currently installed on the wall adjacent to Interstate 96 at the existing Rock Financial Showplace are approximately 480 square feet.
5. Additional regulations should be added to the allowed placement provisions for the proposed promotional wall sign to prevent a proliferation of several sign types on one side of a building in accordance with item (g) of the stated intent of the sign ordinance, which is to, "Prevent sign overload..." and item (d) of the stated intent of the sign ordinance, which is to, "Prohibit the erection of signs in such numbers, sizes, designs and locations as may create a hazard or distraction to pedestrians and motorists and thus promote safety upon the streets and highways in the city." This change would only allow one promotional wall sign on each side of a building. The applicant has indicated they would like to place two promotional wall signs each on two sides of the building.
6. Only one promotional wall sign should be permitted for each building with a minimum of 75,000 square feet and two promotional wall signs should be permitted for each building with a minimum of 150,000 square feet. This change would be consistent with the previously referenced intent and purpose of the sign ordinance. The applicant had proposed up to four promotional wall signs be permitted for exposition facilities greater than 150,000 square feet.

The applicant is asked to review this memo and contact the Planning Division to indicate whether they would like to agree to these modifications by staff or make any additional revisions to their proposed amendment or if they would like to proceed to the Planning Commission with their original proposal. A staff version of the amendment incorporating the suggested modifications is attached with staff changes noted in red. The attached staff version of the proposed amendment is subject to review and changes by City staff and/or the City Attorney's Office. The Planning Commission will hold the public hearing for the proposed text amendment and make a recommendation to the City Council, who will ultimately approve or deny the amendment and may propose alterations as well. Please contact Kristen Kapelanski (248) 347-0586 or [kkapelanski@cityofnovi.org](mailto:kkapelanski@cityofnovi.org) with any questions or concerns.

APPLICANT RESPONSE LETTER



**TBON, L.L.C.**

*A Michigan Limited Liability Company*  
46100 Grand River Ave.  
Novi, Michigan 48374  
Ph: (248) 348-5600 Fax: (248) 347-7720

January 3, 2011

City Council  
Planning Commission  
City Administration  
City of Novi  
45175 W. Ten Mile Road  
Novi, MI 48375

**RE: Response to Review of Text Amendment 11-100.40  
Outline of Additional Signage Related Issues for the Suburban Collection  
Showplace and Diamond Center Facility and Property**

Council members, commission members, and members of the city administration:

First, let me say that I very much appreciate your consideration of this Promotional Signage text amendment. This type of additional method for delivery of information relating to events occurring at the facility will be a vital part of our being able to continue to preserve and indeed expand the positive economic impact that events occurring at our facility have on the Novi community and surrounding area. Although limited in both duration and in our ability to as formally as we would have liked to have installed them the mockup example banners were extremely effective. Entry surveys were conducted asking where individuals had learned about the events and over 1/3 of those responding stated the "banner" or the sign on the side of the building. As indicated above and as we have also communicated to the city administration, these mockups were not able to be installed in a way that we believe is a good representation of what the formal installation mechanism will be. We would simply request that this is kept in mind by the decision makers as we proceed through the process.

We have reviewed staff's comments and in general feel that they are quite supportive and reasonable. To summarize the reaction, we would be acceptable to the reduction in the square footage of the individual signs while arguing strongly in regards to the ability to install up to four (4) at any given time. These would be located with two (2) at the far west end of the facility and two (2) toward the east end of the facility (placement of the eastward signs would be decided with staff and administration involvement). Primary reason for this amount of signs is the fact that we deal with both multiple events occurring at the same time and the fact that we have both currently occurring events as well as upcoming events. We need to provide a sufficient amount of

time for the general/motoring public to see events that are occurring and make plans for attendance. I believe given the size of the facility and the extensive amount of frontage and building fascia the placement of two signs at each end would be very consistent with the provisions of the overall ordinance as it relates to appropriate and safe information delivery and respectfully argue that it would have little or no detriment or concern relating to sign "overload" or something that would be considered "excessive".

For comparison purposes, I have attached two photographs of examples of other exterior facility signage, one which is similar banner style signage used in the Chicago Museum of Arts where they have three large rotating banners for displays and events. The second is projected image lettering which are literally hundreds of square feet in size for each letter, on the entire side of the DeVos Place in Grand Rapids which provides motoring traffic on US-31 information pertaining to events at that facility.

The second purpose of this correspondence is to provide an update to our naming change over for the overall facility and to outline what we are hoping to accomplish with regards to signage for the separate and distinct Diamond Center banquet and conference portion of the facility as well as additional reasonably placed directional and location signage for the newly named Suburban Collection Showplace itself. If you may or may not be aware we have formally entered into a new naming rights arrangement with The Suburban Collection. We are very excited about the major cross promotional benefits that this will provide our facility and in turn again assist us with delivering on the promise of major positive economic impact. One of the immediate observations and requests that was made by the Suburban Collection operators was what they perceived to be significant lack of identification signage on the facility except for small marquee on Grand River and the larger marquee on I-96 and a request that we pursue options for additional signage.

We are proceeding through the permit process for changing the two marquee signs and changes will be complete by the end of January. In addition, we would like to request an additional identification sign over the main exposition facility entrance and have provided a rendering attached to this correspondence. Additionally, we would like to request the placement of a monument entrance sign at our west entrance stating to the motoring public that it is in fact an available entrance point into our parking areas that would simply indicate "Suburban Collection Showplace West Entrance" with an arrow.

We also have an independent operation attached to the exposition halls, the "Diamond Center", which is our banquet and conference operation. Although attached it is a separate facility operated by a third party caterer, also a Novi business, Epoch Events, Inc. With the rebranding efforts for the Suburban Collection Showplace side of the facility we feel that it is extremely important to eliminate confusion and provide accurate information and provide the users of the Diamond Center with signage appropriate for their attendees and guests to find their way and recognize where they are going when they have arrived onsite. The classic example is the increasing number of wedding events that are occurring in the Diamond Center. Because there is absolutely no signage either on the road or on the building for the Diamond Center a bride is

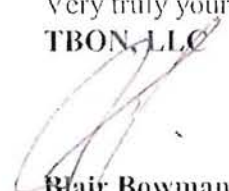
literally forced to indicate that her marriage ceremony and/or reception is being held at the Showplace. We have invested large sums in developing what we believe is the finest banquet and conference facility in the state and we are looking to request reasonable signage and identification for this separate and distinct business operation within the facility. This request would include a monument sign at the Grand River main entrance, a sign that would be attached the portico share at the Diamond Center main entrance and a identification sign placed on the foundation pole for the main marquee sign viewable from I-96. These signs would all carry a consistent look albeit different size with the Diamond Center logo with Diamond Center with banquet and conference facility as the text on the sign.

I am interested to see if these additional signage requests can be built into and dealt with at the same time as the text amendment or in the alternative what is the most efficient method of making these requests.

It is my hope at the time of this correspondence to have some renderings of the Diamond Center signage as well and if not I will provide them as soon as available and certainly before the Planning Commission meeting on the 12<sup>th</sup>.

Thank you again for all of your time and attention to these issues. I look forward to working with you to a final and successful resolution. As always if there is any questions or need for additional information please do not hesitate to contact me.

Very truly yours,  
**TBON, LLC**



**Blair Bowman**  
Manager

Attachments







PLANNING COMMISSION  
ACTION SUMMARY – EXCERPT  
NOVEMBER 10, 2010



cityofnovi.org

## PLANNING COMMISSION ACTION SUMMARY

CITY OF NOVI

Regular Meeting

**Wednesday, December 8, 2010 | 7 PM**

Council Chambers | Novi Civic Center | 45175 W. Ten Mile  
(248) 347-0475

### CALL TO ORDER

The meeting was called to order at or about 7:00 PM.

### ROLL CALL

**Present:** Member Baratta, Member Cassis, Member Greco, Member Gutman, Member Larson, Member Lynch, Member Meyer, Chair Pehrson, Member Prince (arrived 7:10 pm.)

**Absent:** None

**Also Present:** Barbara McBeth, Deputy Director of Community Development; Kristin Kolb, City Attorney; Planner, Kristen Kapelanski, Planner; David Beschke, Landscape Architect, Lindon Ivezaj, Engineer; Rod Arroyo, Traffic Consultant; Doug Necci, Façade Consultant

### APPROVAL OF AGENDA

Motion to approve the December 8, 2010 Planning Commission agenda. *Motion carried 8-0*

### MATTERS FOR CONSIDERATION

2. SET A PUBLIC HEARING FOR JANUARY 12, 2011 FOR TEXT ADMENDMENT 11-100.40 TO CONSIDER A REQUEST BY TBN, LLC TO AMEND THE SIGN ORDINANCE TO ALLOW PROMOTIONAL WALL SIGNS, SUBJECT TO CONDITIONS IN THE EXO, EXPOSITION OVERLAY AND EXPO, EXPOSITION DISTRICTS.

Motion to set a public hearing for Text Amendment 11-400.40 for January 12, 2011. *Motion carried 9-0.*

3. SET A PUBLIC HEARING FOR JANUARY 12, 2011 FOR TEXT ADMENDMENT 18.246 TO AMEND THE I-1, LIGHT INDUSTRIAL SECTION OF THE ZONING ORDINANCE.

Motion to set a public hearing for Text Amendment 18.245 for January 12, 2011. *Motion carried 9-0.*



IMPLEMENTATION COMMITTEE  
MEETING MINUTES – EXCERPT  
NOVEMBER 10, 2010



**IMPLEMENTATION COMMITTEE**  
**City of Novi Planning Commission**  
**NOVEMBER 10, 2010 at 6:00 p.m.**  
**Novi Civic Center – Mayor’s Conference Room**  
**45175 W. Ten Mile, Novi, MI 48375**  
**(248) 347-0475**

**Members:** Cassis, Gutman, Meyer, Pehrson  
**Staff Support:** Kristen Kapelanski

**Roll Call**

**Present:** Members Cassis, Meyer (Chair), Pehrson and Gutman  
**Also Present:** Kristen Kapelanski, Planner; Barbara McBeth, Community Development Department Deputy Director

**Approval of Agenda**

Moved by Member Gutman, seconded by Member Pehrson:

**Motion to approve the Agenda.**

Member Cassis added a discussion of the signage in the Novi Town Center to the end of the agenda.

Member Gutman and Member Pehrson agreed to the amendment.

**VOICE VOTE ON AGENDA APPROVAL MOTION MADE BY MEMBER GUTMAN AND SECONDED BY MEMBER PEHRSON:**

**Motion to approve the Agenda with Member Cassis's suggested amendment. Motion carried 4-0.**

**Discussion Items**

1. Promotional Signage in EXO District  
Discussion of possible ordinance amendment to allow temporary promotional signage in the EXO District adjacent to freeways.

Planner Kapelanski reviewed the proposed amendment with Committee members.

Member Cassis suggested staff research recent sign permit applications and sign variance applications made by Rock Financial to determine if they have applied for something similar. Staff indicated they would research those issues before the proposed amendment moves forward. Member Cassis would be in support of the amendment as it would aid business.

Member Pehrson stated he would not oppose the amendment and felt the proposed size would be appropriate because of the proximity of the EXO District to the freeway.

Chair Meyer was generally in favor of the amendment but thought one sign on each building side would be more appropriate as opposed to two signs on each side.

2. Miscellaneous Amendments to the I-1 Light Industrial District  
Discussion of various proposed amendments to the I-1 Light Industrial District to address inconsistencies in the ordinance and update the provisions for accessory buildings and outdoor storage tanks in the I-1 District.

Planner Kapelanski reviewed the proposed amendment with Committee members.

Deputy Director McBeth added staff would add something to the amendment to ensure outdoor storage tanks in the I-1 District would remain accessory to a principal permitted use and could not become a primary use themselves.

Chair Meyer thought a limit on the number of overall outdoor storage tanks would be helpful.

## DEMONSTRATION SIGNAGE

*Temporary Demonstration Sign*



Temporary Demonstration Sign View  
from  
Expressway

